

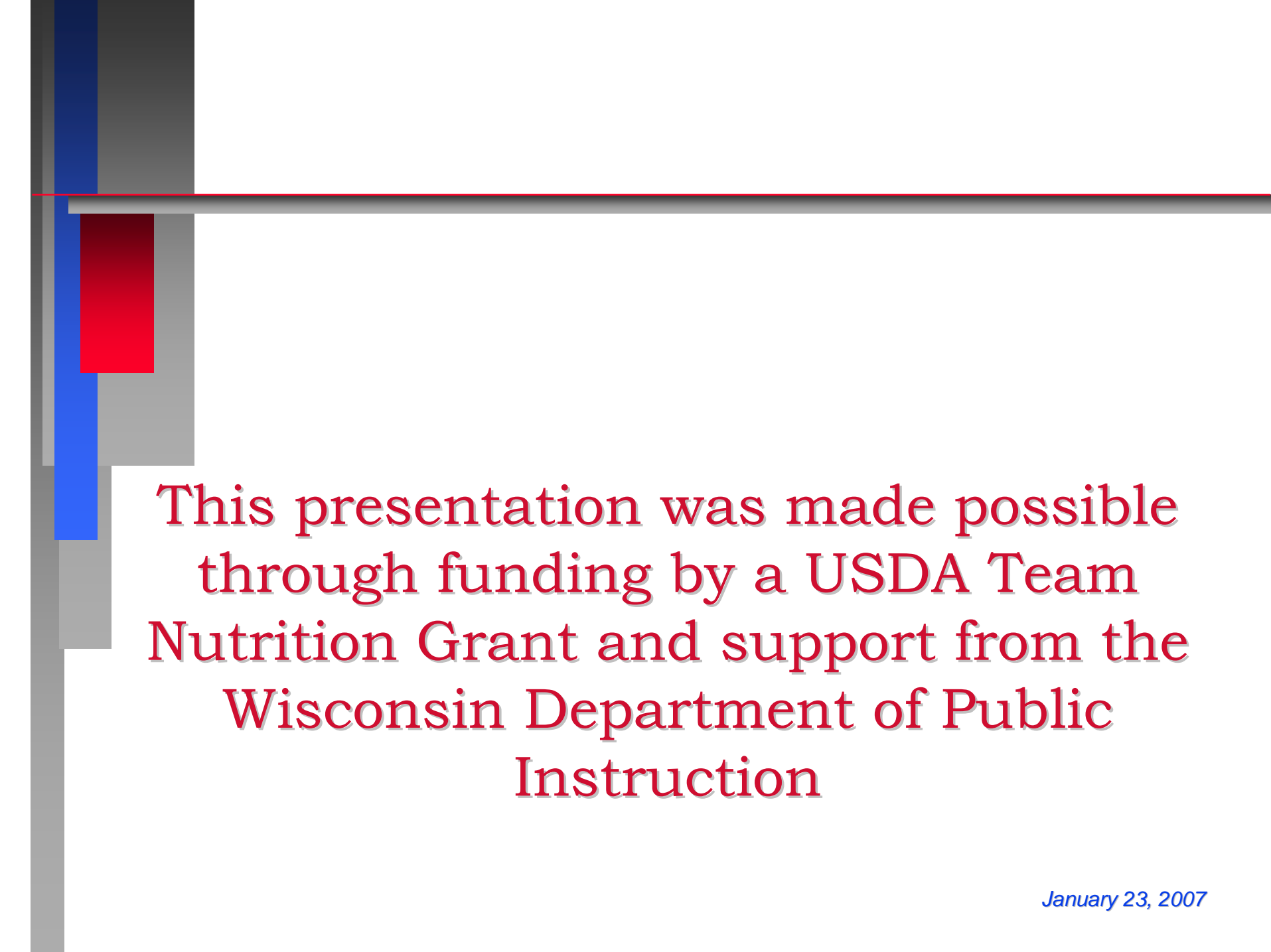


Implementing Nutrition Guidelines...

January 23, 2007



Without losing your
mind, your money
and your customers

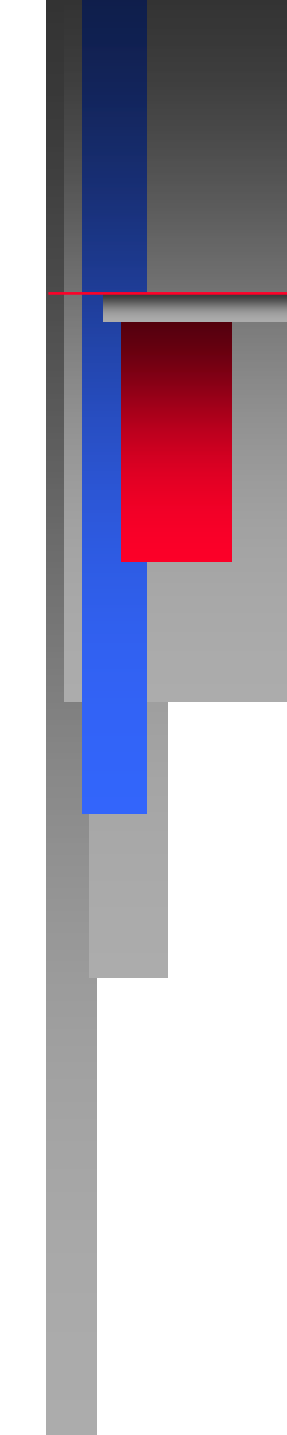


This presentation was made possible
through funding by a USDA Team
Nutrition Grant and support from the
Wisconsin Department of Public
Instruction

January 23, 2007

Overview

- **Review Wellness Policy Provisions**
- **Nutrition Guidelines**
 - Best Practices
 - Examples
- **Success Stories: Green Bay Area Public School District**
- **Success Stories: Pembine-Beecher-Dunbar Public School District**
- **Resources**
- **What next?**



More than 95% of all children between the ages of five and 17 are part of a school environment. Food is a significant component of that experience. In fact, meals and snacks at school can provide 1/3 to 1/2 of a child's daily nutritional needs.

(JADA 2003:103(7)887-893)

School Wellness Policy Provisions

Must contain the following components:

- ✓ Nutrition guidelines for all foods available during the school day, with the objectives of promoting student health and reducing childhood overweight

School Wellness Policy Provisions, Cont'd.

- ✓ Assurance that *guidelines for reimbursable school meals shall not be less restrictive than regulations* and guidance issued by the Secretary of Agriculture
- ✓ A plan for *measuring implementation of the school wellness policy*, including designation of at least one person to maintain responsibility for program operation

Components of a Local Wellness Policy

- **Nutrition Standards for All Foods Available on School Campus During the School Day**
 - Guidelines or standards are established for foods and beverages sold la carte in the school cafeteria
 - Guidelines or standards are established for foods and beverages sold in vending machines, snack bars, school stores, and concession stands.
 - Guidelines or standards are established for foods and beverages sold as part of school-sponsored fundraising activities.

How is your District Doing?

A Foundation for the Future outlines key characteristics of local wellness policies approved by the largest 100 school districts, by enrollment, in the United States. Although the top 100 school districts make up less than 1% of the school districts in the nation, they account for 16% of the schools, 21% of the teachers and 23% of the nation's K-12 students, according to the National Center for Education Statistics.

A Foundation for the Future - 2nd Edition, Oct 2006

Among the key findings of this second report on the local wellness policies approved by 140 school districts in 49 states:

- 98.6% address school meal nutrition standards.
- 88.6% address nutrition standards for a la carte foods and beverages.
- 87% address nutrition standards for foods and beverages available in vending machines.
- 69% address nutrition standards/guidelines for fundraisers held during school hours.

A Foundation for the Future - 2nd Edition, Oct 2006

- 65.7% address nutrition standards/guidelines for classroom celebrations or parties.
- 55% address nutrition standards/guidelines for teachers using foods as rewards in the classroom.
- The full report is available through
- http://www.fns.usda.gov/tn/Healthy/wellnesspolicygoals_guidelines.html

Desired Outcomes from Implementing Nutrition Guidelines

- Nutritious and appealing food choices for students and staff
- Healthy eating behavior; eating as a positive experience
- Support a fit lifestyle
- A healthy environment for learning
- Budget neutral (or +) for food services and district --but budget neutrality or profit generation must not take precedence over the nutritional needs of students

Desired Outcomes from Implementing Nutrition Guidelines

- Healthier students
- Reduce chronic disease and obesity in future
- Support family in child feeding
- All students have affordable access to the varied and nutritious foods they need to stay healthy and learn well
- OTHERS?

What Motivates Students to Eat Healthy?

- Allow/Offer healthy snacks
- Better variety of fresh fruits and vegetables
- Make healthy foods less expensive
- Free samples and tastings (allow input)
- Only sell healthy foods at lunch
- Sell less nutritious foods less often
- Label healthy products (girls)
- Tell me how food affects me
- If my friends did it

Does your policy and implementation plan address the student's requests and motivators?



Best Practices/Programs

- HealthierUS School Challenge
- <http://teamnutrition.usda.gov/HealthierUS/index.html>
- The HealthierUS initiative is based on the premise that increasing personal fitness and becoming healthier is critical to achieving a better and longer life. HealthierUS promotes four keys for a healthier America:
 - Be physically active each day.
 - Eat a nutritious diet.
 - Get preventive screenings.
 - Make Healthy choices.

HealthierUS Nutrition Criteria (Gold Award)

- 3 *different* fruits and 5 *different* vegetables are offered weekly.
- Menus include a dark green or deep yellow fruit or vegetable 3 or more times per week.
- Fresh fruit or raw vegetables are offered three or more times per week.
- Menus include a good source of vitamin C* every day.
- 4 *different* entrées or meat/meat alternates are offered throughout each school week. When choices are not offered, higher fat entrée items are limited to once per week. A higher fat entrée is defined as having $\geq 40\%$ of calories from fat, excluding nuts, seeds, and nut butters.

HealthierUS Nutrition criteria

- Cooked dried beans or peas are offered at least once per school week.
- Whole grain foods are offered 3 or more times per school week. A whole grain food is one labeled as a whole grain product or with a whole grain as the *primary* grain ingredient in the ingredient statement. Examples of a whole grain ingredient include the terms “whole wheat flour,” “entire wheat flour,” “cracked wheat,” “graham flour,” “brown rice,” “old-fashioned oatmeal,” “quick-cooking oats,” and “cornmeal.”
- Menus provide two or more sources of iron* each day.

HealthierUS Nutrition Criteria

- Low fat (1%) and/or skim (nonfat) milk is offered daily.
- Calories from total fat must be at or below 35%, *excluding nuts, seeds, and nut butters*. This is determined by dividing the calories from total fat by the total calories and multiplying by 100. If calories from fat are not available, multiply the grams of fat by 9 to equal calories from fat.
- Calories from saturated fat must be at or below 10%. This is determined by dividing the calories from saturated fat by the total calories and multiplying by 100. If calories from saturated fat are not available, multiply grams of saturated fat by 9 to equal calories from saturated fat.

HealthierUS Nutrition Criteria

- Total sugar must be at or below 35% by weight. This is determined by dividing the grams of sugar by the gram weight of the product and multiplying by 100. This includes both naturally occurring and added sugars. This limit does not include fruits and vegetables as defined above.
- Portion size for a la carte sales in the school cafeteria are not to exceed the serving size of the food served in the NSLP/SBP; for vending sales, the item package or container is not to exceed 200 calories .

Schoolwellnesspolicies.org

Meals served through the National School Lunch and Breakfast Programs will:

- be appealing and attractive to children
- be served in clean and pleasant settings
- meet, at a minimum, nutrition requirements established by local, state, and federal statutes and regulations
- offer a variety of fruits and vegetables
- serve only low-fat (1%) and fat-free milk and nutritionally-equivalent non-dairy alternatives (to be defined by USDA)
- ensure that half of the served grains are whole grain

Schoolwellnesspolicies.org

- Schools should engage students and parents, through taste-tests of new entrees and surveys, in selecting foods sold through the school meal programs in order to identify new, healthful, and appealing food choices. In addition, schools should share information about the nutritional content of meals with parents and students. Such information could be made available on menus, a website, on cafeteria menu boards, placards, or other point-of-purchase materials.

Schoolwellnesspolicies.org

Meal Times and Scheduling. Schools:

- will provide students with at least 10 minutes to eat after sitting down for breakfast and 20 minutes after sitting down for lunch;
- should schedule meal periods at appropriate times, *e.g.*, lunch should be scheduled between 11 a.m. and 1 p.m.;
- should not schedule tutoring, club, or organizational meetings or activities during mealtimes, unless students may eat during such activities;
- will schedule lunch periods to follow recess periods (in elementary schools);
- will provide students access to hand washing or hand sanitizing before they eat meals or snacks; and
- should take reasonable steps to accommodate the tooth-brushing regimens of students with special oral health needs (*e.g.*, orthodontia or high tooth decay risk).

Best Practices

Eat Smart:

North Carolina's Recommended Standards for All Foods Available in School

■ This 20 page booklet addresses foods and beverages found in traditional cafeteria meals as well as a la carte items, vending machines drinks and snacks, and foods and beverages served in after school programs and at school functions. Three state agencies--the North Carolina Division of Public Health, the North Carolina Department of Public Instruction and the North Carolina Cooperative Extension Service--collaborated to create this document. Local education agencies are encouraged to use the Eat Smart School Standards to craft food policies that will contribute to students' nutritional well-being and health. Use these advocacy tools with local and state level decision makers to ensure the health of North Carolina's school-age children



Putting Policy Into Practice

**Creating Healthy School Food Services
WITHOUT breaking the bank!**



GREEN BAY AREA
PUBLIC SCHOOL DISTRICT

All learning. All growing.

January 23, 2007

Green Bay Area Public Schools

- 20,000 students
- 39% eligible for free or reduced-price school meals



GREEN BAY AREA
PUBLIC SCHOOL DISTRICT

All learning. All growing.

Mission Statement



GREEN BAY AREA
PUBLIC SCHOOL DISTRICT
All learning. All growing.

The Green Bay Area Public School, Food Service Department is committed to providing all children with quality meals that are safe and nutritious, following the regulations of the USDA National School Lunch Program.

Our intent is to provide all students with the knowledge and skills necessary to make life-long healthy and enjoyable food choices.

January 23, 2007

Central Kitchen Facility

- In operation since 1998
- 25,478 square feet
- Over 10 million elementary & secondary meals prepared since 1998



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Super Staff

- 110 Employees (39 FTE)
- 3 Administrative Staff
- 3 Clerical
- .5 Custodian



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Full Service Program



- **National School Lunch**
- **National School Breakfast**
- **A la Carte/Vending**
- **Summer Food Service**
- **After School Snacks**
- **Head Start Meals**
- **Morning Milk Program**
- **District Catering**

School Lunch

- **7,300 Elementary Lunches/Day**
- **5,500 Middle School Lunches/Day**
- **5,300 High School Lunches/Day**



January 23, 2007

YOU

**Can Create Super Star
Menus without breaking
the Bank!**



January 23, 2007

Super Star Menus

- Trendy
- Thrifty
- Healthy
- Easy
- Tasty

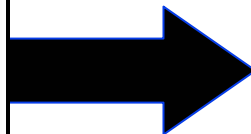
Super Star Menus



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January 23, 2007

Super Star Menus



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Super Star Menus



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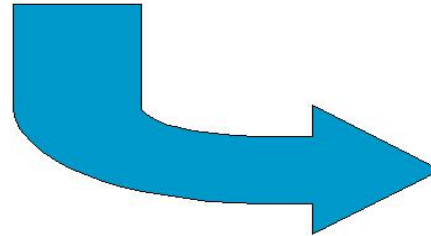


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BEANS

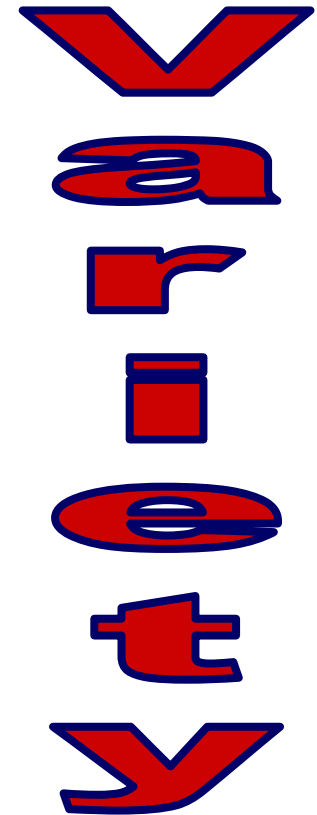


Second Choice

Provide second options on Tuesday, Wednesday, Thursday, and Friday of each week

Menu:

- Whole Grain Ham & Turkey Sub
- Peanut Butter & Jelly Sandwich
- Whole Grain Grilled Cheese Sandwich
- Touchdown Nuggets (Chicken Nuggets)



Results...

- Increased over 200-300 meals a day
- Increased awareness of salads
- Provided healthier options



Remember:

- **Keep up on the trends**
- **Utilize Commodities**
- **“Sneak” Nutrition**
- **Modify Recipes**
- **Appeal to the Appetite**
- **Provide a variety of Choices**
- **Knowledge is Power**

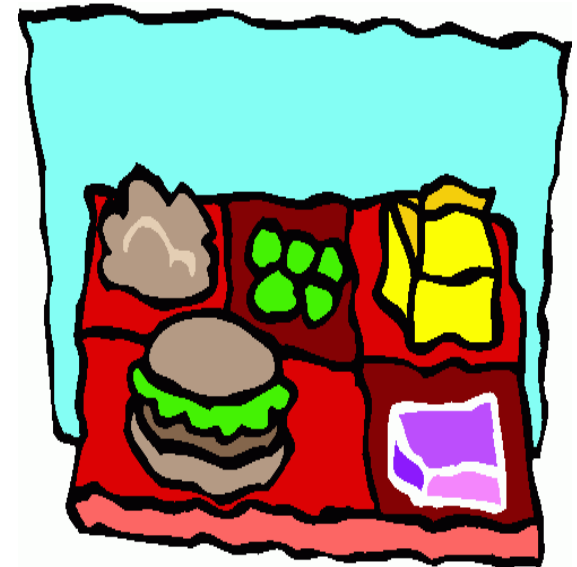
Nutrition Cards

- “I’m not going to choose this as often because it has more fat in it.”
- “Today I’m picking a food with a few more calories because I’m playing in a basketball game tonight.”

Chili	
Portion	8 ounces
Calories	216
Fat	7.5
Carbohydrates	21 g
Fiber	4 g

The Results

- **Ala carte revenues decreased by 18%**
- **15% increase in school meal participation**
- **Revenue from additional school meals doubled the ala carte loss**



Sometimes you have to spend money
up front to make money later!



January 23, 2007

Kitchen Tours



January 23, 2007

Comments



“We got to go into the refrigerator and the dishwasher!”

“I liked the cookies and the juice. They made the cookies at food service.”

“The ladies have to work hard. They have big can openers. They have a big refrigerator.”

“It was lots of fun! We saw how the cookies were made. The machines rolled them out and the tray caught them. It was so big we could walk in it. There was a button we could push. We saw a huge bucket for soup. It was really cold.”

Math Magicians



January 23, 2007

Website



<http://www.gbfoodservice.com/>

January 23, 2007

Opera of Health



January 23, 2007

Fit Kids



January 23, 2007



Remember:

**Many of your available
resources are totally
FREE!**

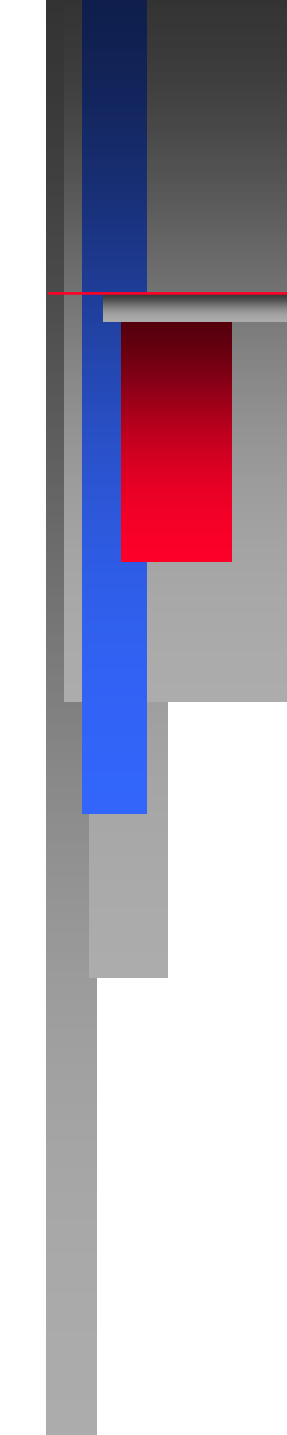
Resources

- Partnerships
 - Staff
 - Students
 - Vendors
 - Community



Nutrition Secrets

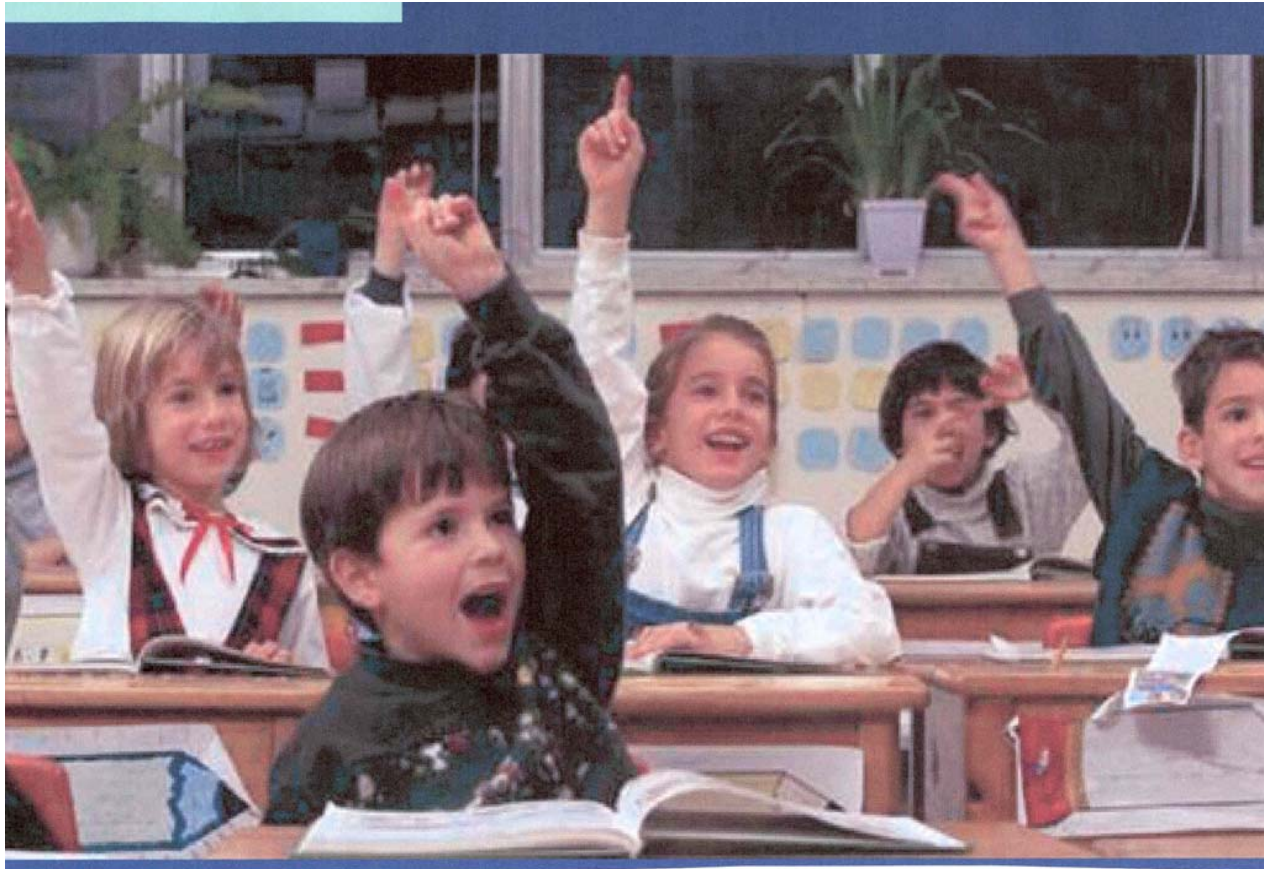
- All of the food prepared for the schools is made by Food Service staff that have been trained through the National Restaurant Association ServSafe Course. We value and believe in providing high quality, safe, and tasty food to all students. We have numerous secret recipes to provide nutrition and promote healthy eating which include:
- Our muffins are made with applesauce instead of oil, which lowers the overall fat content
- Our chili and taco meats have the oil drained and the meat is rinsed to decrease the fat content

- 
- All purchased lunchmeats and hot dogs are turkey based to provide a low fat option
 - Our homemade cookies and bakery are made with a combination of whole wheat and white flour, making them a good source of fiber
 - Fresh fruits and vegetables are provided each day to all students
 - 1% chocolate, 2%, and skim milk is offered each day to all students

Nutrition Secrets

- More choices of whole grained cereals have been added to the breakfast menu
- Low fat and fat free salad dressings are used in school lunches
- Baked French fries are provided to the elementary and middle school students
- Whole wheat bread for sub sandwiches and dinner rolls are available to help students meet their daily fiber needs

Questions and Comments?



January 23, 2007

Pembine-Beecher-Dunbar Public School District

- We have had a wellness policy for 3 years. We starting a Wellness Committee that incorporated some committees that were already in place like Protective Behaviors and Health and Safety.
- Four sub committees that meet whenever needed. They are Health and Safety, Nutrition, Physical Activity and Stress Management.
- Members include administration, school nurse, staff, parents and student representatives.
“This was the easy part.”

Pembin School

- The challenges came with making the changes.
- Some parents were defensive about us seeming to “tell them what their kids should eat”. With education these worries were dispelled quickly. Seniors put up a one day protest about the prospective loss of the soda machine and for a time a couple students brought cases of soda to sell to the kids. This too fizzled out quickly as we ignored the behavior and just reinforced to the students that the plan was to give them healthy smart choices.
- Many students and parents said “It’s about time we had some good choices.”

Changes Made at Pembine

- Fundraisers: this has been the toughest and has taken 3 years to completely eliminate candy from this area. Candy sells and profit is high. But the ideas that came up were good. Music dept sells Musicgrams: songs sung to individuals by chorus members at Valentines Day and Birthdays for \$5. Another Valentine fundraiser was selling cute little packets of nuts and a note saying “I’m nuts over you”. This replaced selling candy that said “I’m sweet on you”. Ideas for future include selling flower and vegetable seeds or gift certificates for bedding plants for Valentine or Mothers Day.

Changes Made at Pembine

- School Store: no soda, no candy, only baked chips. Added ice cream, green tea, waters, breakfast bars, nuts, etc.

Changes made at Pembine

- Classroom Treats have been changed, and it has been difficult to have parents bring in a treat other than cupcakes. We send home a list of acceptable treats to help. Classroom parties are a work in progress also: we are trying to get away from food altogether and go to active parties, such as dance parties, group walks or skating parties.

Changes Made at Pembine

- **Food Service:** We started a breakfast program 4 years ago and have added a Grab and Go cold breakfast. Kids can choose a fruit, a grain and a protein with a milk. This has ended up very popular with the 7-12th graders. They can get a milk, yogurt, a breakfast bar and a piece of fruit for a dollar. That's a deal and we make money on that. Hot lunch choices have changed and we have a soup and salad bar everyday as well as the hot food line. We have no ala carte and we have a closed campus.

Changes Made at Pembine

- Vending: Pepsi pop machine is replaced by a beautiful water decorated machine in which we have 100% juice and flavored waters, some sport drinks and regular water.....we make the same money now as before. We did however go one year by over pricing soda and under pricing juices and waters before we changed the machine and eliminated soda completely. I think this really helped. Staff still complain about no soda but not the students.
- Whenever a student or staff asks why can't we have....., I answer by saying "because I care so much about you." They never have anything to say after that.
- Linda Schlais,

What Next?

Students, families, teachers, child nutrition staff, superintendents and school board members each play a role in making school a place that supports healthy eating.

What Next?

Students

- Eat smart and move more to look, feel and do your best
- Get informed and involved
- Set goals for yourself
- Serve as a role model to younger students
- Eat the school breakfast, school lunch and healthy snacks
- Communicate with teachers and food services staff

What next?

Families

- Role model good nutrition and physical activity – children are watching you
- Support school meal programs—join your student for breakfast or lunch at school when possible
- Learn how Child Nutrition Programs are financed and discuss it with others
- Advocate for healthy school meals and nutrition education
- Provide healthy snacks or fun physical activity for parties and events
- Get involved in wellness activities at school
- Support healthy fundraising activities

What Next?

Teachers

- Teach and role model good nutrition and physical activity
- Coordinate nutrition education with cafeteria staff
- Teach life skills—not just the facts
- Eat with students—support school meal programs
- Use non-food rewards
- Support and Participate in wellness activities
- Get involved in the wellness policy

What Next?

Child Nutrition/Food Services Staff

- Provide tasty, appealing and healthy meals
- Market healthy meals
- Coordinate classroom and cafeteria activities
- Role model good nutrition and physical activity – children are watching you
- Provide nutrition information to students and families
- Support and participate in Wellness activities
- Talk to the students about choices available

What Next?

Principals

- Support a healthy eating environment and tell others about your commitment
- Establish school policy and enforce district and state policy
- Seek alternative sources of revenue for your school
- Schedule recess before lunch/adequate time to eat
- Provide continuing education opportunities for staff on nutrition and health
- Assist staff to coordinate classroom and cafeteria activities
- Get involved in wellness policy implementation and evaluation
- Support healthy changes in the school
- Communicate success

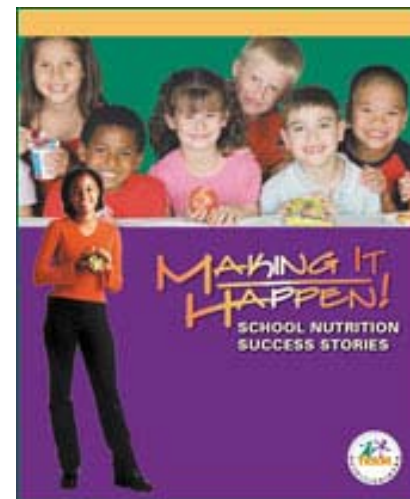
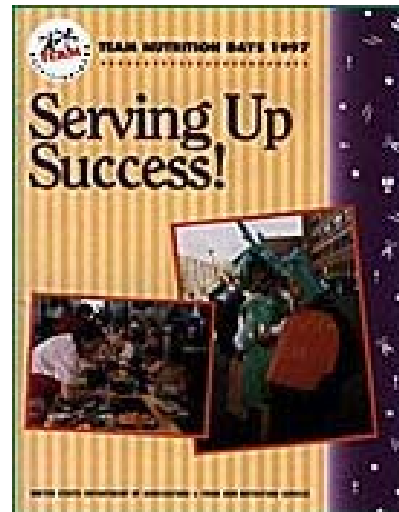
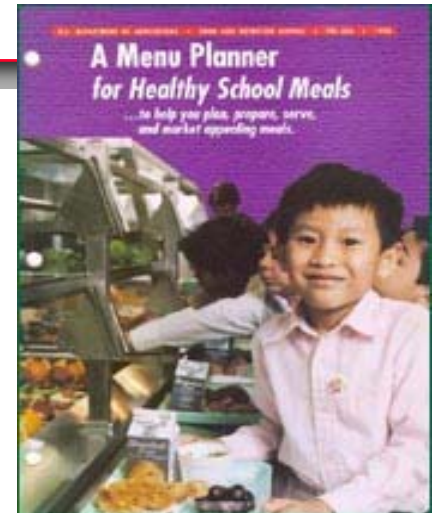
What Next?

School Superintendents/School Board Members

- Support a healthy eating environment and tell others about your commitment
- Make funds available to support healthy eating
- Establish and enforce policy for foods available in schools
- Require comprehensive skill based nutrition education for PreK-12
- Support school meal programs—eat breakfast and lunch at school
- Get involved in wellness policy implementation and evaluation
- Support healthy changes in the school
- Communicate success

RESOURCES

<http://teamnutrition.usda.gov/library.html>



January 23, 2007

Resources

Wisconsin Beef Council School Wellness Tool Kits #1 and #2.

Useful tools for school officials, health professionals, parents, and community members this kit provides everything you need to get involved in school wellness policies in your local district.

Components include:

- **How-To Manual**
- **Resources and links to agencies and groups**
- **Reprint articles from the School Foodservice and Nutrition Journal**
- **Reproducible Handouts**
- **Request kits from: amh@beeftips.com**

Websites with Resources

- American Dietetic Association (www.eatright.org)
Includes "tip of the day" and nutrition resources.
- American School Food Service Association (www.asfsa.org/)
The national professional association's home page.
- Nutrition.gov
(www.nutrition.gov)
Accurate and reliable information on nutrition and dietary guidance from multiple government agencies.
- United States Department of Agriculture (www.usda.gov/)
Contains sections on food, food safety, nutrition, and school meal programs.
- USDA Food and Nutrition Service (www.fns.usda.gov/fns/)
Information about and resources for Team Nutrition.



Web Links

- <http://teamnutrition.usda.gov/Join/links.html>
- <http://teamnutrition.usda.gov/library.html>
- <http://www.fns.usda.gov/tn/healthy/wellnesspolicy.html>
- <http://dpi.wi.gov/ne/index.html>
- <http://dpi.wi.gov/fns/wellnessplcy.html>
- http://dpi.wi.gov/fns/pdf/wafhk_brochure.pdf
- http://dpi.wi.gov/fns/pdf/wellness_eval.pdf

Web Links

- <http://www.schoolnutrition.org/index.aspx?id=1075>
- http://www.healthiergeneration.org/docs/Healthy_Schools_Program_Topic_Overview.pdf
- <http://www.iom.edu/CMS/3788/30181.aspx>
- <http://www.city.milwaukee.gov/router.asp?docid=4283>
- <http://www.schoolwellnesspolicies.org/WellnessPolicies.html>
- <http://www.eatsmartmovemorenc.com/resources/individual/schoolfoodsstand.htm>
- <http://www.actionforhealthykids.org/index.php>

Upcoming WisLine Webs

February 27, 2007

Raising support and reaching out -working with parents and the community

March 27, 2007

Teaching by example...How school staff can influence student wellness choices

April 24, 2007

Where no wellness policy has gone before -Taking your wellness policy into the future

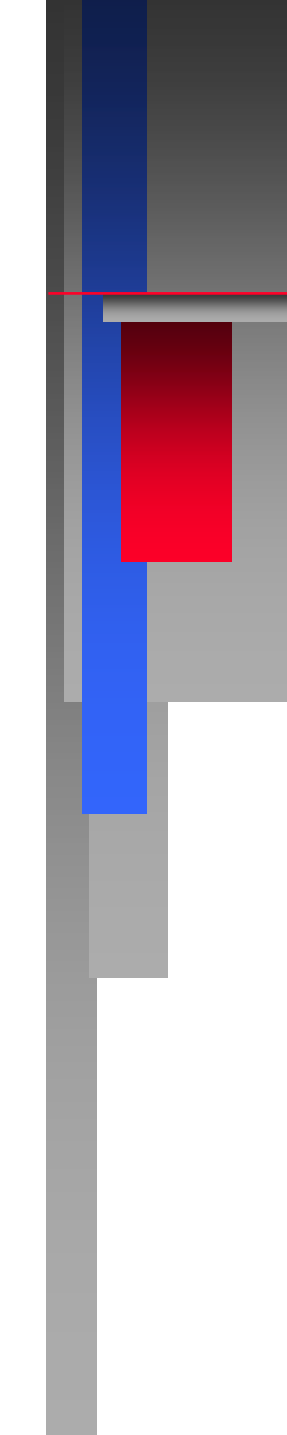
All sessions are 3:00 –4:00 PM

Register at <http://www.uwex.edu/ics/wlwreg/wlwwelcome.cfm> and select Family Living as the sponsoring organization.

Funded by Team Nutrition/USDA and Funded by Team Nutrition/USDA and Wisconsin DPI Wisconsin DPI

Save the Date:

- **Wisconsin AFHK Meeting**
Friday, February 16, 2007 -- 10 am – 2 pm
Lunch will be provided The Crowne Plaza Hotel
4402 E. Washington Ave
Madison, WI 53704
- **Please RSVP by February 12 to:**
Jill Camber Davidson
608-264-6700
jill.camberdavidson@dpi.state.wi.us



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Thank you for attending.

- For more information:
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- Sara Schmitz
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